8 Steps to transforming your city into an MIL City
Philadelphia
City of Brotherly Love
The 8 Steps

Assemble your dream team
Align the vision
Grow the rainbow
Place a line in the sand
Engage & share
Fill the toolbox
Build the excitement
Plan for the future

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Assemble your dream team

- Clarify leadership
- Include civic, NGO, education, government, arts, youth
- Make it easy to participate
- Assure diversity in age, gender, expertise, economics, race & ethnicity
- AND keep meetings brief
Devote time at the start to come to agreement on what you will do, when & why
Grow the rainbow

- Raise money
- Request donations
- Seek pro-bono help
- Find in-kind assistance
Place a line in the sand

Finalize and agree on:
- Dates
- Deliverables
- Timelines
- Accountability
Engage and share

• Make it newsworthy, timely, visual, and relevant
• Always have the next element ready

Children's Media Career Symposium
Launch your career in children’s TV, video games, apps, and more
Thursday, April 12, 5:30 - 8:30 p.m., Annenberg Hall Atrium

Companies include:
- PBS Kids
- Sesame Workshop
- Dubit International
- Tinkercast
- Out of the Blue Productions
- Hispanic Telecommunications Network
- Corporation for Public Broadcasting
- Children’s Media Association

Connect and learn from leaders in the industry. Refreshments will be served. Space is limited.

Register on Eventbrite at cmcsymposium.eventbrite.com
Fill the toolbox

Give your team the elements they need for success:

- Logos
- Website
- How-to manuals
- Photos
- Press release template
- Speakers
Build the excitement

Build a marketing plan:
• High & low tech
• Attract Influencers
• Mimic YouTubers & Instagrammers
Playbook for Creative Advertising

Use this guide for making expert YouTube videos people will watch, love and share.

Learn YouTube 24/7
Grow your channel with guided lessons and courses picked just for you.

Study with others
Join a boot camp and dive deep into a topic with other creators.

Watch our channel
Explore a library of original and curated content from YouTube's education gurus.
Build the excitement

**HERO**
- Content that inspires
- Attracts browsers
- Create seasonal tentpoles
- Offer exciting moments
- Be attention-getting

**HUB**
- Content that is regular, engaging
- Attracts subscribers
- Offer episodic or multi-part content
- Stagger throughout the year

**HELP**
- Content that is relevant, informative
- Attracts searchers
- Answer consumers questions
- Product tutorials
- How-to lessons
The ABCD’s of effective creative:

- **ATTRACT**: draw attention from the beginning
- **BRAND**: integrate your brand naturally and meaningfully
- **CONNECT**: connect with the viewer through emotion and storytelling
- **DIRECT**: clearly state what you want the viewer to do
Plan for the future

- Celebrate successes
- Assess ups & downs
- Keep track of “next time we should…”
- Always have the next element ready to share
The 8 Steps

1. Assemble your dream team
2. Align the vision
3. Build the excitement
4. Grow the rainbow
5. Place a line in the sand
6. Fill the toolbox
7. Share to engage
8. Plan your future

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Many Thanks!

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